

Mission Statement:

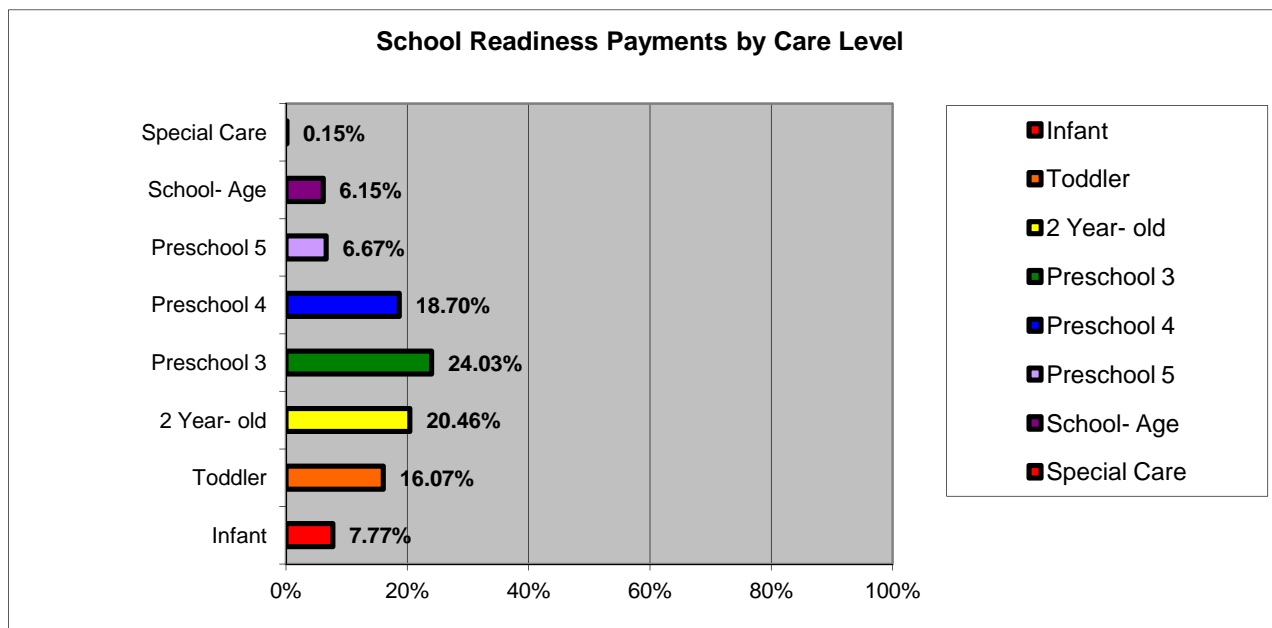
To assure a safe, early learning environment for children birth to five by facilitating and enhancing quality early learning; providing and coordinating early learning support services; and championing the enormous positive impact of early learning.

Data Summary: The following information is based on data collected from July 1, 2010- June 30, 2011.

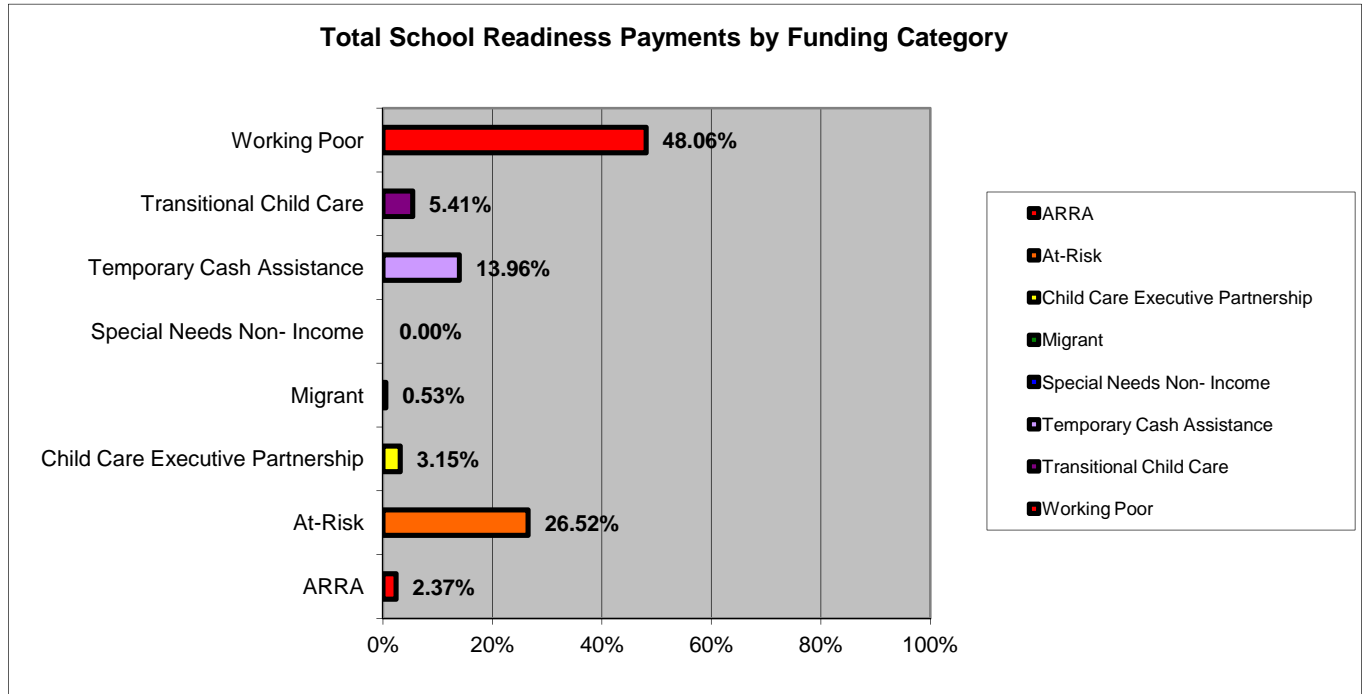
Number of unduplicated School Readiness (SR) children and families:

SR Children	SR Families
5521	3675

School Readiness: Percentage of total payments (including match) by care level:



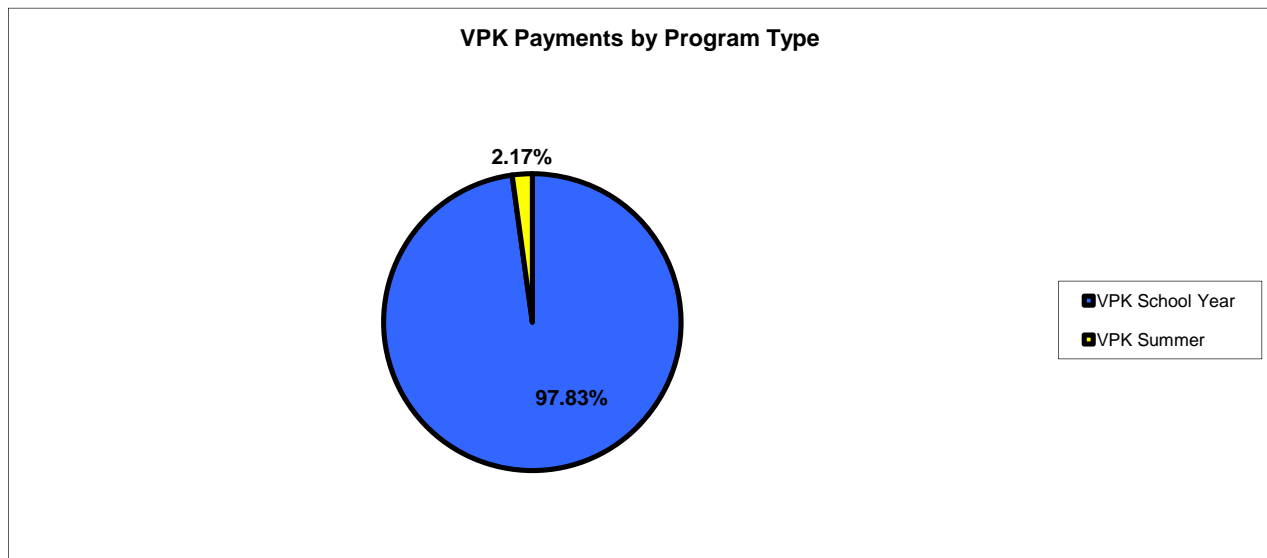
School Readiness: Percentage of total payments (including match) by funding category:



Number of unduplicated Voluntary Pre-kindergarten (VPK) Education children and families:

VPK Children	VPK Families
5838	4569

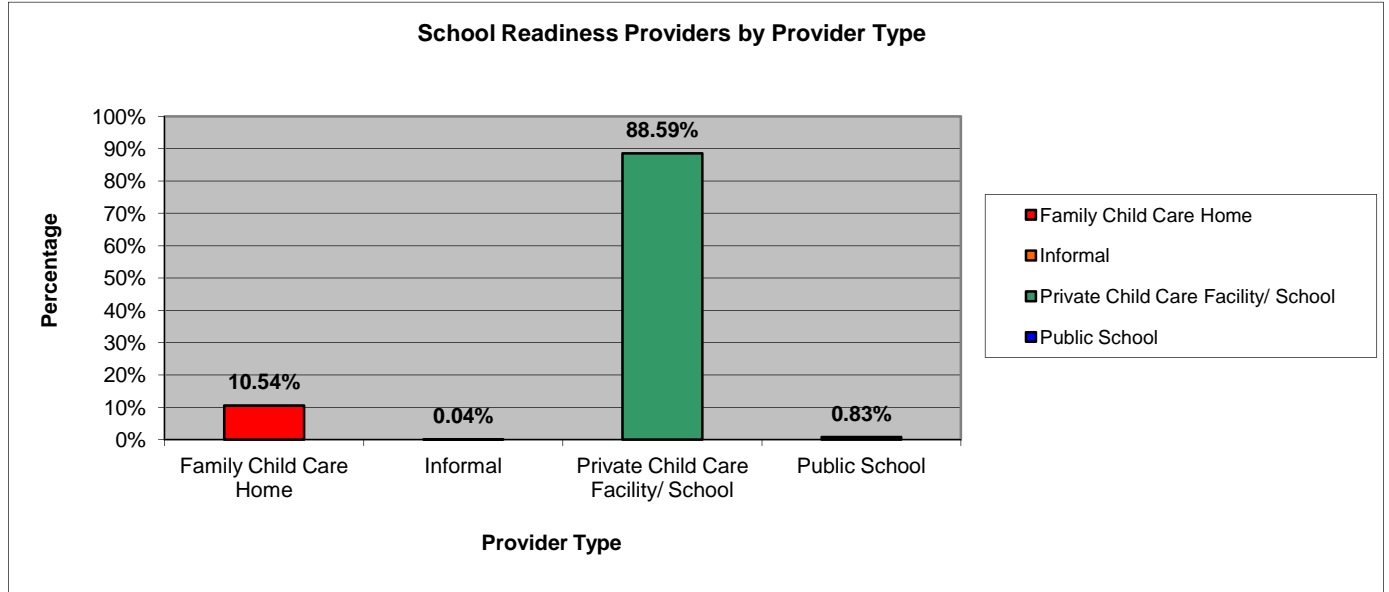
Total percentage of VPK payments by program type:



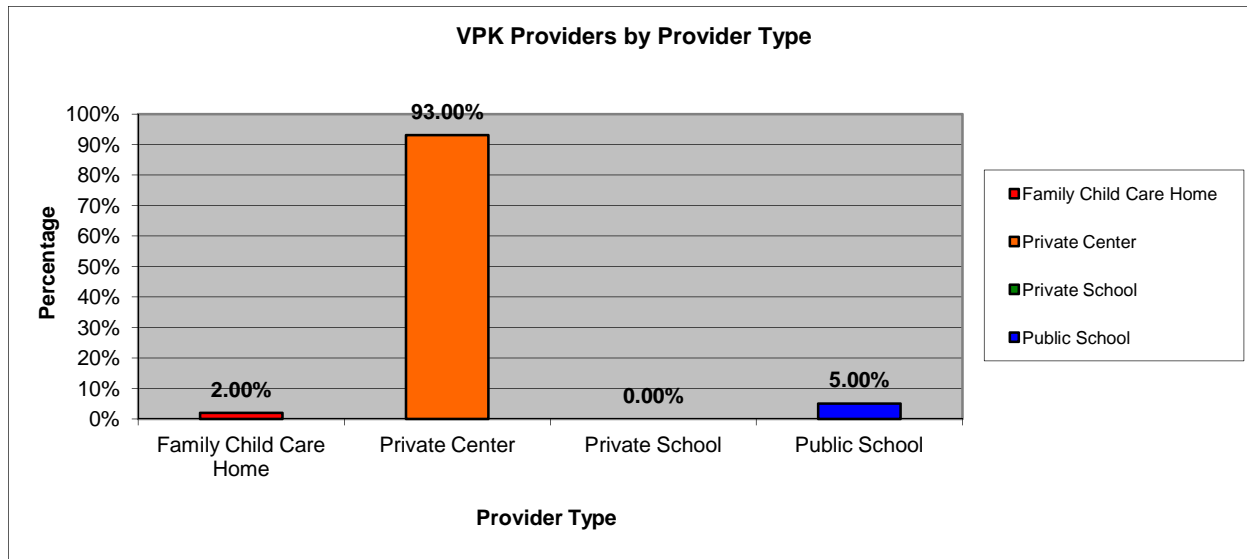
Total number of providers that participate in the coalition’s early learning programs:

School Readiness Providers	Voluntary Pre-kindergarten Education Providers
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Participating School Readiness providers by provider type:



Participating VPK providers by provider type:



Service Delivery Summary:

It is the intention of the ELCFV to offer Flagler/Volusia County families the most efficient, comprehensive service possible. In order to achieve that goal we continue to seek new program and funding partners while maintaining productive relationships with current partners and funders. The 2010-2011 Fiscal Year resulted in the following:

Grants:

- \$5,000.00 Chrysalis Community Foundation
- \$1,000.00 Build-A-Bear Workshop Foundation

Other Funding Sources:

- \$13,497,313.05 AWI School Readiness
- \$415,038.00 School Readiness ARRA
- \$8,931,698.00 AWI VPK
- \$1,872,037.00 AWI VPK ARRA
- \$30,710.00 AWI Outreach/Awareness & Monitoring
- \$274,502.00 Child Care Executive Partnership, Volusia
- \$57,640.00 Child Care Executive Partnership, Flagler
- \$241,492.00 County of Volusia
- \$96,000.00 United Way of Volusia-Flagler Counties
- \$58,200.00 County of Flagler
- \$113,000.00 Center for Business Excellence – WFC
- \$63,663.60 Teen Parent Program
- \$102,910.84 Bridge the Gap Volusia County
- \$10,000.00 City of Deltona
- \$7,440.00 City of Ormond Beach
- \$1,000.00 Daytona Beach Kiwanis
- \$100.00 IBM
- \$175.00 Publix Supermarkets
- \$300.00 Rotary Club of South Daytona
- \$500.00 Sam’s Club
- \$750.00 Wal-Mart
- \$10.00 Kiwanis Club of South Volusia

New/Existing Public/Private Partnerships

Duplication of services is avoided through *formal collaborative relationships* and interagency agreements between the ELCFV and the counties and cities it serves, local businesses, the educational community, other social service agencies, parents, and our network of child care providers. Through these collaborations, the ELCFV is able to increase funding, expand knowledge and provide more efficient, comprehensive services. These partnerships are critical to the well-being and growth of School Readiness programs. ELCFV collaborations include but are not limited to:

- *ACCESS Florida*
- *Catholic Charities Center (Florida Visitation House)*
- *Child Find*
- *Children’s Advocacy Center*
- *Community Partnership for Children*
- *Department of Children & Families*
- *Daytona State College*
- *Early Steps*
- *First Baptist Church*
- *Flagler County Adult & Community Education*
- *Flagler Technical Institute*
- *Healthy Start*

- *Lion's Club*
- *Mid Florida Community Services*
- *Our Children First*
- *Redlands Christian Migrant Association*
- *Volusia County Schools*
- *The Charles and Linda Williams Children's Museum*
- *The Chiles Academy*
- *Thrive By Five*

Changes in Service Delivery that Impacted the Community

Volusia/Flagler Parent Magazines:

In January 2011, the ELCFV began writing a monthly column for Volusia Parent and Flagler Parent magazines. These informative articles provide practical information and resources for parents of children birth to age five. Topics covered January to June 2011 included: Intro to the ELCFV, Choosing Quality Child Care; Children's Week: Making Children Florida's Priority; Parents: A Child's First Teachers; It's Okay to Play in VPK: Florida's Voluntary Pre-Kindergarten program; and Outdoor Play: Safe & Healthy Activity.

Family Partnerships:

During fiscal year 2010-2011, the ELCFV Parent Provider Partnership program was able to implement parent volunteer programs, parent surveys regarding their child care provider and emergency preparedness planning at 10 child care provider sites. This program educated 316 families, representing 383 children, about becoming involved in the early education of their children.

Quality Activity Summary:

Activity	Narrative
<p>What opportunities are offered by the Coalition for comprehensive consumer education?</p>	<p>Helping parents find quality child care is crucial to helping them maintain employment. To that end, the ELCFV provides parents with multiple opportunities to learn about early childhood development and choosing quality child care. In 2010-2011, these included:</p> <p><u>Parent Training</u></p> <p>Trainings:</p> <p>Recognizing the link between obtaining quality child care and the ability to maintain the employment needed to attain self-sufficiency, the ELCFV provided 26 parent trainings reaching 322 participants and six parent group meetings reaching 52 participants. Participants included parents from local teen programs, Head Start, School Readiness and other. These activities helped parents understand early childhood development, their role as</p>

	<p>their child’s primary teachers, and how to choose quality child care.</p> <p>In addition, 315 of 322 parent participants indicated a gain in knowledge, representing an increase of 11% from 2009-2010 as evidenced by pre- and post-tests.</p> <p>Group Meetings: The ELCFV held monthly parent group meetings welcoming families (adults and children) and guest speakers from local community agencies. These group meetings offered family education with presentations on topics such as Early Literacy, Family Fitness, Hands-on Exploration at the Children’s Museum of Arts & Sciences and more.</p> <p>At each meeting, parent educators were available to role model adult-child interaction, answer child development questions and provide child care when needed.</p> <p>ELCFV Website: The ELCFV website contains a wealth of parent-specific information, links, and resources.</p> <p>ELCFV Facebook page: The ELCFV Facebook page provides fans with timely and vital information regarding recalled child care products, upcoming events, important legislative information, and more. The goal of our Facebook presence is to provide our followers with up-to-the minute information that can impact a child’s safety and education.</p>
<p>Provide a list of grants or loans to providers to assist in meeting State and local standards.</p>	<p>All 21 child care providers participating in the ELCFV <i>Reading Makes Me Smile</i> literacy initiative received award baskets of educational materials to continue the literacy and learning activities at their programs.</p> <p>Child care programs that participated in the Quality Enhancement Mentoring Program received materials with an average value of \$100 per child care provider.</p>
<p>Describe the process for monitoring compliance with licensing and regulatory requirements.</p>	<p>The ELCFV has a collaborative relationship with the local Department of Children and Families (DCF) to exchange information on provider complaints, provider updates and situations which could affect the optimal operation of child care providers. There is a referral process in place to receive DCF referrals for child care assistance for a variety</p>

	<p>of programs, including but not limited to: protective service orders and relative caregiver. DCF has a representative on the ELCFV Board of Directors as well as a staff member who serves on the Quality Committee. DCF is invited periodically to address providers at the ELCFV and is an active workshop presenter at the yearly <i>Discovering the Joy</i> provider conference.</p>
<p>Provide a list of available professional development opportunities that the coalition offers, including training, education, and technical assistance</p>	<p>Training:</p> <p>Provider Training</p> <p>The ELCFV Professional Development and Education Department offered 63 trainings to child care providers in Flagler and Volusia Counties from July 1, 2010, to June 30, 2011. A total of 1,242 participants attended. Training topics included: Child Screening and Assessment, Inclusion, Environmental Rating Scale (ERS), VPK Education Standards, Social and Emotional Health and Development, Challenging Behavior, Music and Movement and Emergent Literacy.</p> <p>Providers learned about training opportunities and registered for training via the ELCFV on-line training registration system located in the provider training section of the ELCFV website. In order to expand training opportunities, ELCFV added a community training page to its website. This page lists training available in the community that may be of interest to providers.</p> <p>Through collaboration with the Flagler County Adult Education, Continuing Education Units (CEUs) for approved training courses were granted by Adult and Community Education. A review and approval system for trainings and presenters was followed between the ELCFV and Flagler County Adult and Community Education for all trainings offering CEUs.</p> <p>VPK Training</p> <p>The ELCFV offered 11 VPK trainings with 198 providers attending. Trainings held included: <i>VPK Standards 2008</i>, <i>VPK Integrating the Standards/Phonological Awareness</i>, <i>VPK 10 hour Emergent Literacy Course</i>, and <i>It's Okay to Play in VPK Director Workshop</i>.</p> <p>Education:</p> <p>The Quality Enhancement Mentoring Program</p> <p>Providers who pre-qualified based on their Environment</p>

Rating Scale (ERS) observation score were invited to voluntarily participate in The Quality Enhancement Mentoring Program. Participants worked together with coalition staff to raise program quality so that young children have positive, play-based learning experiences that increased their readiness to succeed in kindergarten and beyond.

Each provider participating in mentoring received up to eight weekly onsite visits. Provider mentors used the Infant/Toddler Environment Rating Scale (ITERS-R), Early Childhood Environment Rating Scale (ECERS-R), and the Family Child Care Environment Rating Scale (FCCERS-R) observation tools to identify a program's strengths and modifiable issues. This information was used to create a tailored improvement plan. Together, the mentor and program staff developed action plans and goals for each classroom and followed up on these plans weekly.

In 2010 – 2011, 525 mentoring visits were made to over 75 child care programs that participated in the Quality Enhancement Mentoring Program.

Technical Assistance:

Provider TA

Technical Assistance (TA) is available to all Flagler and Volusia County providers. When a provider requests TA, Provider Support staff follows up on the request via phone and/or on-site visitation. Providers are encouraged to request TA if they have questions or need assistance with any area of their program including scheduling, arrangement of space and furnishings, lesson planning, curricula, or age appropriate expectations and activities. In 2010-2011, 52 requests for TA were received. In response to those requests, 43 phone calls and 45 on-site visits were made.

Inclusion Support

The ELCFV Behavior and Inclusion staff received 200 calls to the Warm Line: 104 from providers, 62 from families and 13 from community agencies. Responses to those calls included 525 phone calls, emails or faxes sent and 118 on-site visits. Seventy-one referrals to outside agencies were made. In addition, the ELCFV Behavior and Inclusion staff offered 14 inclusion trainings which were

	attended by 91 providers.
Describe initiatives by the coalition to improve salaries and other compensation for child care providers.	The ELCFV Board of Directors implemented a provider rate increase effective March 1, 2009. Since then, the ELCFV has had a wait list for services and has not felt it appropriate to consider any additional increases. The Board will consider an increase once the Market Rates are released; however, with recent budget cuts this may not be a possibility. The board continues to look at ways to, within the constraints of our budget, offer rates as close to community market rates as possible so that ELCFV-contracted providers are able to remain financially viable and offer the level of program quality the ELCFV requires. The Board is highly interested in the state considering a way to offer Tiered Reimbursement to providers offering higher quality.
Describe activities to support a Quality Rating System.	The ELCFV does not yet have a local Quality Rating System. However, providers are observed using the ERS. In addition, high level professional development training is offered to all providers.
Provide information on activities in support of early language, literacy, pre-reading, and early math concepts development.	<p>ELCFV Book Friends Volunteer Reader Program:</p> <p>The ELCFV Book Friends Volunteer Reader program is a quality initiative with a focus on literacy that links child care providers with community volunteers.</p> <p>ELCFV staff assigned volunteer readers to a family home or center based child care provider. Readers conducted story times working together with the provider to coordinate activities with the current theme and curriculum objectives for the class group. These language and learning experiences enhanced teaching staff efforts and supported the <i>Florida Voluntary Pre-kindergarten Education Emergent Literacy Standards</i>.</p> <p>Through a partnership with the Volusia County Library, volunteers visited child care centers and homes, bringing books to share with the children from the library's children's section. These books were left with the provider to continue sharing with the children until the next story time visit when they were replaced by a new assortment of reading materials</p> <p>Ten volunteers provided 197 story times for 3308 children. The ELCFV will continue expanding the program through volunteer recruitment so that many more children and child care providers may be served.</p>

Reading Makes Me Smile (RMMS):

The *Reading Makes Me Smile* quality initiative involved the ELCFV working directly with child care providers to implement literacy activities with the families and children they serve. Family involvement in the children's learning activities was promoted, as was the use of community resources such as the local library for reading materials and story time opportunities.

RMMS is based on the literacy component of the *Florida Birth to Three Learning and Developmental Standards* (by the Florida Institute of Education and the Florida Partnership for School Readiness) and the *Florida Voluntary Pre-kindergarten Education Standards* (by the Florida Department of Education). This program includes active involvement between providers and the families they serve. Through RMMS participation, providers can truly impact the literacy habits of children and families by bringing a focus to the importance of reading activities in the early childhood years.

Participating providers were given literacy materials and resources to use for implementation of their RMMS literacy program, along with assistance from ELCFV staff.

RMMS had its kickoff at the ELCFV Provider Forum meeting in October, where providers were able to express their interest in becoming involved. RMMS participants, selected in a random drawing, included representation of center based and family home child care programs from all areas of Volusia and Flagler counties.

RMMS focused on the following:

- Literacy training for child care provider staff
- Family literacy activities both at home and at the early child care program with their child
- Assistance for families in securing local library cards
- Ongoing dissemination of information about early literacy, including ways to make reading fun for the entire family

The 2010-11 program included 542 children from 21 participating providers.

RMMS Program Activities:

Participating provider staff attended literacy trainings. Families were involved with reading activities to complete and were offered assistance securing local library cards. Participating families received an ongoing distribution of information about early literacy which included ideas on how to make reading fun for the entire family.

RMMS Participants:

Seventeen RMMS participants successfully completed the program. Certificates were given to these providers along with educational materials to continue the literacy and learning activities at their centers.

RMMS program summary:

Surveys show all provider participants had favorable comments about their involvement in RMMS, rating the overall program from good to excellent. The materials and format of the program were found easy to implement and enjoyable for the children. Most parents participated readily in the program as their schedules permitted. The children had fun with the reading activities and especially enjoyed it when their parents and other family members or friends became involved in the classroom. Remarks on the parent surveys indicated that they, too, enjoyed the program.

51.4 percent of those able to be tracked (identified by parent/caregiver name) via pre- and post-parent assessments submitted showed positive family literacy gains. The most notable gain indicated families read more often to their children and parents participated more at their childrens' family home child care or center-based program.

Other positive outcomes include:

- More children now have their own library card
- More parents recognize the importance of their role in their children's learning
- More parents said they will continue making reading activities a priority since RMMS

Fall for Reading (United Way's Day of Caring event):

Fall for Reading was part of United Way's Day of Caring promotion held on Friday, September 10, 2010. This was a

	<p>story telling event where 24 ELCFV staff members and 14 community volunteers (11 Fifth Third Bank employees and three Junior League members) read to the children of 30 different child care programs. Because of this event, we reached over 900 children within these child care programs showing them reading can be fun.</p>
<p>What activities has the coalition implemented to promote inclusive child care?</p>	<p>Activities that promoted inclusive child care included participation in the Infant Mental Health sub-committee of the Thrive by Five collaborative, the Community Partnership for Positive Behavior Supports, the Flagler and Volusia Interagency Group, and the Regional Steering Committee for Technical Assistance and Training System. The Behavior and Inclusion Analyst also participated in monthly conference calls with the AWI Inclusion Network and created a display in the ELCFV lobby to encourage providers to consider serving children with special needs.</p>
<p>How does the coalition conform to Healthy Child Care America and other health activities including those designed to promote the social and emotional development of children?</p>	<p>The ELCFV promotes Kidcare by offering information about Kidcare to parents without insurance or parents searching for new insurance. The Kidcare application and a card with Kidcare information is provided when needed. When a parent discloses their insurance information, a code in the EFS system indicates whether or not they have Kidcare as their insurance.</p> <p>One hundred percent of School Readiness Children whose parent gave consent received a developmental screening utilizing the Ages and Stages Questionnaire (ASQ-3). Children indicating a need received a follow-up screening and/or referral for further evaluation. Hearing and Vision screening were also offered by appointment or utilizing community partners.</p>
<p>Please describe other quality activities that increase parental choice, and improve the quality and availability of child care. (§98.51(a)(1) and (2))</p>	<p>Increasing Parental Choice: Provider Recruitment</p> <p>The Liaison Program for new providers was implemented in 2010. Providers new to the School Readiness contract process were assigned an ELCFV liaison who was available to answer questions and support them through each step of the path towards becoming a contracted provider. In addition, School Readiness information was sent to newly licensed providers.</p> <p>Additional audiences for recruitment message included:</p> <ul style="list-style-type: none"> • School Readiness providers not offering Voluntary Pre-Kindergarten

- Voluntary Pre-Kindergarten providers not contracted for School Readiness

Improving Quality:

All ELCFV-contracted School Readiness providers are observed and encouraged to learn and implement new techniques, strategies, curriculum and best practices to enhance program quality. Environment Rating Scale (ERS) observations are conducted on all child care programs before they become contracted ELCFV School Readiness providers. In 2010-2011 the ELCFV implemented a re-observation schedule based on a tier system designed to encourage providers to obtain the highest possible ERS score.

- Tier One: Providers scoring between a 3.0 and 3.99 Observed yearly
- Tier Two: Providers scoring between a 4.0 and 4.99 Observed every two years
- Tier Three: Providers scoring a 5.0 or higher Observed every three years
- Gold Seal Providers: Observed every three years regardless of previous score

Availability of Child Care:

CCR&R: Increasing Choice/Meeting Needs

CCR&R was provided to all families requesting services regardless of family income and included child care consumer education and information regarding choosing quality child care, explanation of child care options, types of child care, quality indicators, eligibility for financial assistance, and referrals to community resources.

Families received up-to-date provider information based on individual needs and at least five unbiased computer-generated referrals. Resource & Referral Specialists assisted 148 new families in Flagler County and 1467 in Volusia County for a total of 1615 first time families assisted with child care referrals. Thirty-two families in Flagler County and 226 in Volusia County requested additional child care referrals. Families were informed how to: look for quality child care providers, check provider violations, and how to reach the local DCF licensing and AWI/OEL CCR&R Network offices.

In addition Resource & Referral Specialists provided 785

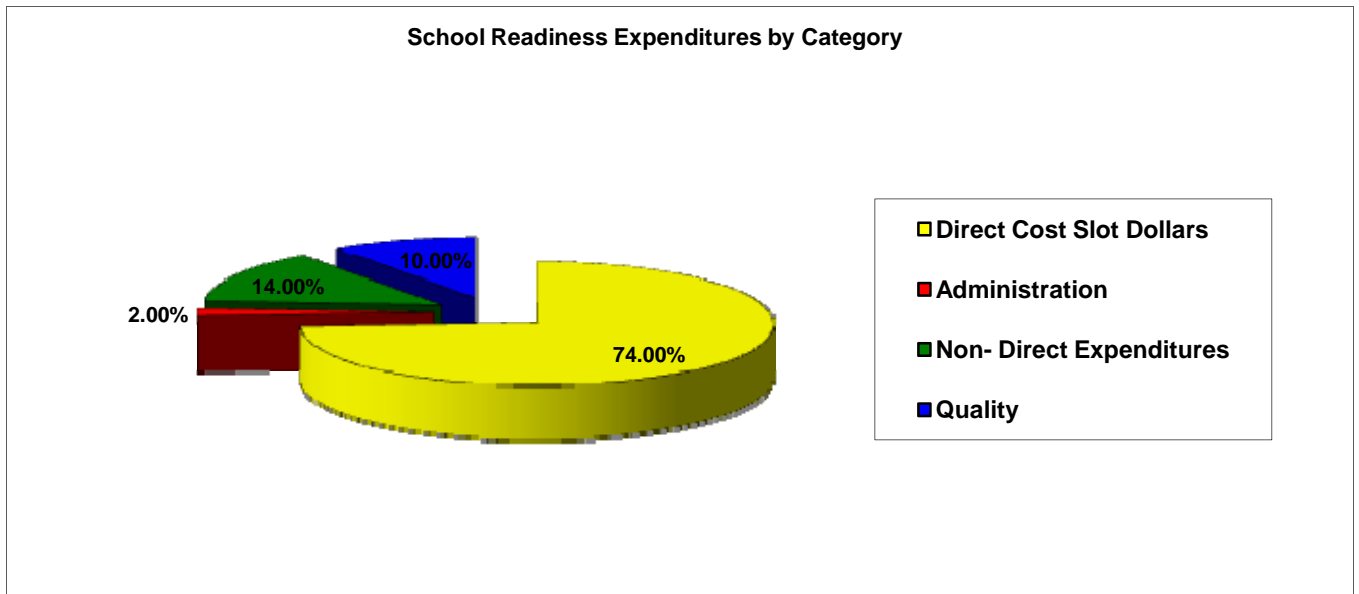
Flagler County families and 3805 Volusia County families with assistance in outside agency referrals. These referrals were for food, clothing, shelter, transportation, employment opportunities, training regarding professional development, etc. All families interested in School Readiness services were screened for eligibility.

Although the Agency for Workforce Innovation (AWI) and the Office of Early Learning (OEL) Require Level I competency, ELCFV CCR&R services staff went above and beyond by achieving Level II competency.

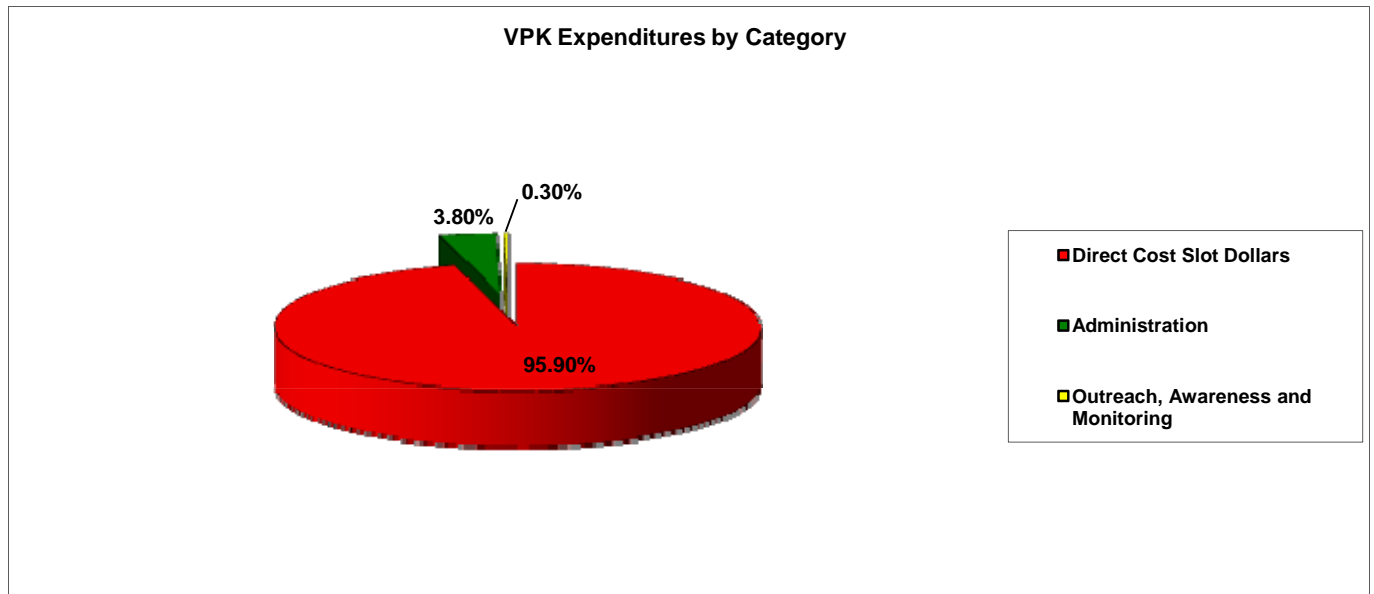
Single Point of Entry/Unified Wait List (SPE/UWL)

The web-based Single Point of Entry is a user friendly application that may be accessed at www.schoolreadiness.org or directly at <https://spe.schoolreadiness.org/pe/> and directs families to either navigate through the process privately for VPK and/or School Readiness services or call their local CCR&R office for assistance. At this time the SPE site allows parent to apply for VPK in the languages of English, Kreyól, or Spanish.

Fiscal Summary: During the 2010- 2011 fiscal year the coalition’s total **School Readiness Program** operating budget was \$13,912,352. Below is a breakout of expenditures by category.



During the 2010- 2011 fiscal year the coalition’s total **Voluntary Pre-kindergarten (VPK) Education Program** operating budget was \$10,631,898. Below is a breakout of expenditures by category.



Program Year Summary:

ELCFV PLAN ADHERENCE – YEAR END REPORT 2010-2011

Extended Day and Extended Year Services 1.7.1.

Projected Outcome: At least 85% of parents completing a CCR&R survey will report they were able to find the type of care requested including overnight care, evening care, weekend care, summer care, and non-school days.

Actual Outcome – 87% or 344/396. (last year 91%)

Evaluation Plan 1.9.2

Projected Outcome: At least 85% of Tier 1 providers completing the Mentorship Program will demonstrate improvement in program quality as evidenced by post-mentoring evaluations.

Actual Outcome – 94% or 46/49 (last year 98.8%)

Coordinated Staff Development and Training 2.4.1

Projected Outcome: At least 85% of providers will indicate an increase in knowledge by attending training offered through the Coalition as evidenced by pre- and post-tests.

Actual Outcome – 99% or 1015/1027 (last year 98.9%)

Coordination of Services – Public-private partnerships 2.5.2

Projected Outcome 1: 25% of children indicating a need for vision screening receive vision screening.

Actual Outcome - 12%

Projected Outcome 2: 25% of children indicating a need for hearing screening receive hearing screening.

Actual Outcome - 11%

Coordination of Services – Match 2.5.3

Projected Outcome 1: Funding increased by at least 3% over previous fiscal year.

Actual Outcome - 0% increase (Total of \$4,474.37 less than last year)

Projected Outcome 2: At least 2 new funders secured.

Actual Outcome - 3 new funders (last year 3 total funders secured)

Parent Involvement and Skill Building 3.4.1

Projected Outcome: At least 50% of Child Care Providers participating in the Family Involvement Program will indicate an increase in family involvement as evidenced by the pre- and post-Family Involvement Assessment.

Actual Outcome - 100% or 9/9 (last year 100%)

Family Literacy 3.4.2

Projected Outcome: At least 70% of families will show gains in family literacy as evidenced by pre- and post-tests of parents involved in the Reading Makes Me Smile Initiative.

Actual Outcome - 52% or 96/185 (last year 63%)

Family Support Services 3.5.1

Projected Outcome: At least 1% of families in the working poor category are able to become economically self-sufficient as evidenced through the redetermination process.

Actual Outcome - .013% or Average Annual Income - \$18,260.43 (last year \$19,019.27)

Unique Population Groups 3.6.1

Projected Outcome 1: At least 50% of parents the Coalition identifies as being from a unique population participating in training and mentoring demonstrate increase in knowledge as evidenced by pre- and post-assessments.

Actual Outcome - 98% or 315/322 (last year 90%)

Child Screening 4.2.1

Projected Outcome 1: 100% of eligible SR children 1 month to 5 years old whose parents give permission for the child to be screened have an age-appropriate screen annually.

Actual Outcome - 100% or 4,218 (last year 100%)

Projected Outcome 2: At least 85% of children able to be tracked and remaining in the system with scores outside the developmental norm and/or an indicated need will be re-screened.

Actual Outcome - 91% or 701/773 (last year 92%)

Child Assessments 4.2.2

Projected Outcome: At least 85% of children in sample group will show growth as evidenced by pre- and post-assessments.

Actual Outcome - 93% or 208/224 (last year 91%)

Developmentally Appropriate Curricula 4.3.3

Projected Outcome: At least 85% of providers who fall between the ELCFV minimum ERS standard to contract and the maximum ELCFV ERS standard to qualify for mentorship will demonstrate use of an ELCFV approved developmentally appropriate curriculum upon completion of the mentorship program.

Actual Outcome – 100% or 49/49 providers (last year 91.7%)

Quality and Availability Enhancement Activities 5.1.1

Projected Outcome: At least 85% of providers will indicate an increase in knowledge by attending training offered through the Coalition as evidenced by pre- and post-tests.

Actual Outcome – 99% or 1015/1027 (last year 98.9%)

CCR&R and School Age Quality Improvement Activities 5.2.1

Projected Outcome: At least 85% of parents completing a CCR&R survey will report they were able to find the type of care requested including overnight care, evening care, weekend care, summer care, and non-school days.

Actual Outcome - 87% (last year 81%)

Infant and Toddler Quality Improvement Activities 5.3.1

Projected Outcome: At least 85% of providers who complete the mentoring program offering infant and toddler care will indicate an increase in their overall infant and toddler program quality as evidenced by post-Mentoring Evaluations.

Actual Outcome – 91% or 39/43 (last year 98.5%)

Inclusive Early Learning Quality Improvement Opportunities 5.4.1

Projected Outcome 1: At least 75% of providers receiving technical assistance from the ELCFV Behavior and Inclusion Analyst will indicate they acquired new knowledge and skills to improve their ability to develop successful inclusive early learning environments as evidenced by post-evaluations.

Actual Outcome – 62% or 22/34 (last year 95%)

Projected Outcome 2: At least 70% of providers receiving technical assistance for behavior related concerns from the ELCFV Behavior and Inclusion Analyst will indicate a decrease in challenging behaviors as evidenced by post-evaluations.

Actual Outcome – 38% or 12/32 (last year 85%)

Child Screening and Assessment Services

Screening

The Child Development Services (CDS) Team offered Level 1 developmental screenings to 4,218 School Readiness children birth to age five served through the ELCFV.

Children identified on the Level 1 screening as needing further assistance, received a Level 2 follow-up screening and/or a Level 3 referral.

Level 1 screenings are completed under the guidance of a Parent Educator who informs parents/guardians of the value of screening and answers their questions. Parents and child care providers received results of all screenings. In addition parents of children identified on either Level 1 or Level 2 screening as needing additional services were contacted and provided referral information. In 2010-2011, parents and teachers of 1,086 children received enhancement activities to meet individual needs and 296 children were referred for further evaluation/services.

Whenever possible, CDS Team facilitated referrals to community agencies by directly contacting the agencies for the parents.

With the goal of becoming paperless and more efficient, CDS implemented a friendly online screening process. Parents' computer skills are thereby enhanced and the process is friendlier for childcare providers as well.

To launch the new screening process CDS provided 16 trainings to groups of owner-directors and individualized overviews for a total of 155 child care programs.

Hearing and Vision Screening

In partnership with local Lions' Clubs and the Daytona State College School of Nursing, the ELCFV conducted a total of 575 vision screenings.

Groups of 10 student nurses and their professors from the Daytona State College School of Nursing provided health screening at child care programs resulting in 359 hearing screenings.

Free hearing and vision screenings are offered to all children in our community from birth to age five by appointment at the ELCFV Daytona Beach office.

Assessment

2010-2011 marked the third year of implementation of the approved child assessment instrument, the Infant-Preschool Play Assessment Scale (I-PAS). This year CDS implemented an individualized approach to the I-PAS. Designated Early Intervention Specialists provided on-site training, technical assistance and were on call to assist child care providers. This resulted in 291 technical assistance activities and half the child care providers willingly accepting to participate in the next Fiscal Year sample.

The ELCFV, in partnership with early childhood educators, assessed 305 children utilizing the I-PAS. The post-assessments conducted in April reflected that 92% of the children involved in the assessment sample demonstrated gains.

Screening & Assessment Data

Child Screening

	Volusia	Flagler	Total
Level 1 Screen	3,670	548	4,218
Level 2 Screen follow-up	594	107	701
Level 2 Screen-enhancement activities	1,040	146	1,086
Level 2 Hearing screen SR children	230	89	319
Level 2 Hearing screen non-SR	40	0	40
Total number of Hearing screening	270	89	359
Level 2 Vision screen SR Children	353	141	494
Level 2 Vision screen non-SR	74	7	81
Total Number of Vision screening	427	148	575
Level 3 Screen Referrals	266	30	296
Referral children 0-3 (Early Steps)	134	11	145
Referral children 3-5 (FDLRS)	103	15	118
Social –emotional referrals	29	4	33
<u>Child Assessment</u>			
Child Care Providers participating	54	5	59
Pre-assessment completed	219	86	305
Post-assessment completed	154	70	224
Percentage of children showing gains in readiness skills at post-assessment			92%

Family Involvement Services

To reach and positively impact more families, the Family Involvement Coordinator launched a Parent Provider Partnership (PPP) program with the goal of increasing parent involvement at child care facilities. Ten child care providers were offered weekly TA visits focusing on family friendly environment, volunteer recruitment, family resources/education and more. All child care providers reported an increase in family involvement as evidenced by the pre- and post-Family Involvement Assessment they completed.

Family Involvement services include monthly parent meetings and parent training to local teen parent programs offering practical information and opportunity for social interaction for both adults and children. Ninety-eight percent of the 315 training participants showed a gain in knowledge.

In addition, a parent educator is located in the ELCFV lobby to offer resources, answer child development questions, assist with the completion of children's screening questionnaires, and serve as a role model for parents. ELCFV lobbies have expanded their play area incorporating new developmentally appropriate materials creating an increase in male involvement with children while visiting.

Family Involvement Services Data

	Volusia	Flagler	Total
Parent Trainings	18	8	26
# of Participants	264	58	322
Children participating in guided Activities in the lobby	1812	0	1812

Inclusion Services

The purpose of Inclusion Services, as described in the Florida Warm Line Statutes, is to increase provider and community awareness of the importance of serving children of all abilities, as well as provide technical assistance to early childhood educators concerning strategies, curriculum, and environmental adaptations to allow children with disabilities to derive optimum benefit from their child care experience.

Inclusion Services Data

	Volusia	Flagler	Total
Warm line calls received	176	24	200
Providers accessing Warm Line	88	16	104
Parents/Community accessing the Warm Line	67	8	75
Total Number of Warm Line activities* *(including on-site visits, calls, referrals, other)	613	101	714
Inclusion Professional development/Training	8	6	14
Number of Providers attending Inclusion training	68	23	91

Community Outreach:

Discovering the Joy

The ELCFV, in partnership with Flagler County Schools Adult and Community Education and the Flagler Technical Institute, held the annual *Discovering the Joy* conference for child care professionals in September. A keynote titled "Be Choosy, Be Healthy" was presented by Ron Mohl of Lakeshore Learning Materials. It was followed by five feature presentations and 15 break-out presentations. Topics included music, literacy, math, science, special needs, VPK and more. Nearly 400 child care professionals participated.

Children's Week

Children's Week activities in Flagler and Volusia counties were put on by the ELCFV in partnership with Healthy Start, Community Partnership for Children, United Way, Mid-Florida Community Services, Head Start, Children's Advocacy Center, Volusia/Flagler Positive Parenting Committee and the Department of Children of Families. Activities were held in both Flagler and Volusia Counties.

Children's hand artwork was displayed in the Flagler County Government Services Building from March 3 - March 15 and in Volusia County's Kelly Administration Building from March 24 - April 7. As a show of community unity, hands from both counties were displayed in both areas. Thousands of Flagler and Volusia County children's hands were transported to Tallahassee and became part of the statewide display from April 3 - April 9 to help focus attention on the importance of children's issues. These hanging hands had an impact on those who entered the buildings and made for a festive atmosphere in which to celebrate children. They were evidence of our efforts to meet the needs and ensure the future success of all children.

In addition to the hands display in Flagler County, more than 250 parents and children were treated to a PBJ Dinner along with a Community Fair which included children's activities, storytelling, and entertainment. The Children's Week partners, along with community businesses, were able to meet and greet local citizens.

Both counties presented Children's Week activity partners with a Proclamation recognizing the "Local Children's Day" at their respective Council meetings.

The ELCFV hosted the 1st Annual Children's Week Family Fest on Saturday, March 26, 2011, which had over 200 children and adults in attendance. This was a free event for the community with lots of fun activities available for families to do together. Activity areas included BLOCKFest™, Going Green, Hop To It, Cooking Zone, Cozy Up To Reading, Brain Music, and Art Fun.

Twenty-two community representatives traveled to Tallahassee by bus to attend the Statewide sponsored Children's Day on Tuesday, April 5, 2011. The thousands and thousands of hands hanging in the Capitol Rotunda gave the Governor, Legislative representatives, Capitol employees, and Children's Week participants an awesome sight to behold. The community representatives had an opportunity to participate in scheduled events, visit their Legislative delegates, tour both Capitol buildings, and interact with other attendees.

Child Care Executive Partnership (CCEP)

The Child Care Executive Partnership (CCEP) is a public/private partnership that helps employers meet the child care needs of working parents. CCEP matches private sector business dollars with state funding to provide School Readiness services to participating families earning under and up to 200% of the federal poverty level. In 2010-2011, \$172,682.48 in local match dollars came from local businesses, the United Way of Volusia/Flagler, and the County of Flagler, generating an additional \$172,682.48 in state match for a total of \$345,364.96. This reflects a 2.3% increase over FY 2009-10.

VPK Outreach

A variety of outreach activities were utilized to increase parent awareness and understanding of the Voluntary Pre-Kindergarten Program. These efforts included: VPK provider yard signs, VPK provider business cards, newspaper and magazine ads,

VPK radio commercial, the addition of the VPK logo to staff polos, ELCFV website and Facebook posts, an article about VPK in the Volusia and Flagler Parent magazines and VPK brochure distribution to community businesses.

Newsletters

Kite Tales, ELCFV's monthly newsletter, features the most current Coalition news and updates, professional development opportunities, upcoming events and the latest in early childhood development information. Kite Tales is emailed to over 700 child care providers and community partners and posted on the ELCFV website and Facebook page.

Facebook

The ELCFV Facebook page has continued to grow with 222 fans, over 100 more than at the end of the fiscal year 09/10. Updates are made multiple times a week to keep fans informed of current information regarding the safety and education of young children and about different events at the ELCFV.

Web Update

The ELCFV website was enhanced with the addition of a scroll bar on the home page featuring up-to-date news and information for families, providers and the community. The Contact Us page was updated by adding a "Who Should You Call" list which gives names and extension numbers of key staff members within the organization. General website updates are made on a weekly basis to keep all information as accurate and timely as possible.

Outreach Events

The ELCFV participates in several community outreach events each year. Since July 2010, these have included:

- August 2010 – Put on an Uno's Doughraiser fundraising event
- September 2010 – *Fall for Reading* event as part of the United Way Day of Caring campaign
- September 2010 – Annual *Discovering the Joy* conference
- September 2010 – Put on a Friendly's fundraising event
- October 2010 – Information table at local 5/3 Bank office
- October 2010 – Coalition for a Cause event helping Halifax Habitat for Humanity
- October 2010 – Coalition for a Cause event volunteering for the Greyhound Pets of America Daytona Chapter 5K
- October 2010 – Raised money for and participated in the Making Strides Against Breast Cancer Walk in Daytona Beach
- October 2010 – Health and Human Services Summit
- November 2010 – Coalition for a Cause event. Participated in the United Way Great Florida Beach Walk
- December 2010 – ELCFV Toy Drive
- February 2011 – One World One Sky from PNC Bank: walk-through astronomy event for four and five-year-olds. Attended by 134 children

- February 2011 – County of Flagler Children’s Day
- March 2011 – Volusia County Council Proclamation
- March 2011 – Hosted the First Annual Children’s Week Family Fest
- April 2011 – Participated in the Children’s Week celebration in Tallahassee
- April 2011 – Belk Charity Day
- April 2011 –Table at the Daytona Leadership Social Services Day
- May 2011 – Table at the Daytona Leadership Social Services Day
- June 2011 – Coalition for a Cause team raised money for and participated in Relay for Life Ormond Beach
- June 2011 – Books-A-Million Book Fair
- June 2011 – Book collection at Daytona Cubs game
- June 2011 – Reading event in Flagler

Outreach Initiatives

- July 2010 – Spoke to the Society of Human Resources Management
- August 2010 – Spoke to the Rotary Club of Deltona-Debary
- August 2010 – Met with Senator Lynn and state representatives
- August 2010 – Spoke to the Kiwanis Club of Southeast Volusia
- August 2010 – Spoke to the Kiwanis Club of Ormond Beach
- September 2010 – Met with Senator John Thrasher
- November 2010 – Attended local chamber meetings for networking
- January 2011 – Attended local chamber meetings for networking
- January 2011 – Spoke to the DeLand Lions Club
- January 2011 – Met with Senator Lynn and state Representatives
- February 2011 – Met with Senator Hill, Senator Hays, Senator Thrasher and state Representatives
- February 2011 – Spoke to the Rotary Club of Edgewater
- February 2011 – Attended local chamber meetings for networking
- February 2011 – Spoke to the Rotary Club of Ormond Beach
- March 2011 – Attended local chamber meetings for networking
- March/April 2011 – VPK brochures delivered to local pediatric offices
- April 2011 – Attended local chamber meetings for networking
- April 2011 – Met with Volusia County Council members
- April 2011 – Spoke to the Community Alliance
- April 2011 – Spoke to the Kiwanis of Southeast Volusia
- May 2011 – Met with Volusia County Council members
- May 2011 – Attended local chamber meetings for networking
- May 2011 – Spoke to the Kiwanis Club of Daytona Beach
- May 2011 – Spoke to the Kiwanis Club of Daytona Beach Seabreeze
- May 2011 – Spoke to the Domestic Violence Task Force
- June 2011 – Attended local chamber meetings for networking
- June 2011 – Spoke to the South Daytona Lions Club

Fund Development

Funding cutbacks created an increased need to seek additional funding sources. In 2010-2011, the ELCFV sought funding from a variety of entities including foundations,

grants, and service organizations. While not all requests resulted in funding, the ELCFV received more than \$400,000 in grant/donation funding in 2010-2011, with nearly all secured funds receiving state/federal match funding. Requests for funding this year included:

- Build A Bear Foundation
- RCB Bank
- Regions Bank
- Flagler Technical
- Scholastic Books
- City of Ormond Beach
- American Advertising Federation
- Chrysalis Community Foundation
- Women's Initiative
- PNC Foundation
- Staples
- Flagler County
- Publix Foundation
- United Way
- Flagler/Palm Coast Kiwanis
- Volusia County
- Daytona Beach Jr. League
- Kiwanis of South Volusia
- Wal Mart, Ormond Beach
- Wal Mart, Flagler
- Sam's Club Daytona
- IBM
- PNC Bank
- Daytona Beach Kiwanis
- Edgewater Rotary